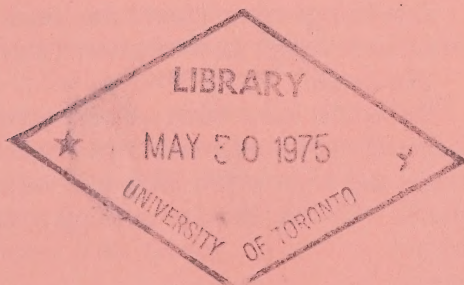


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*"What
wine
do you
recommend
with
shrimps?"*

It's a special occasion. You've just had a promotion, or landed a new job. You're celebrating a birthday, a new baby, or an anniversary. Whatever.

You've cooked a special dinner. Or you're going out to a gourmet restaurant.

Few things complement the meal—or the occasion—better than a bottle of fine wine.

We agree.

But at the same time, we're concerned. Because more and more of us are drinking more and more often. With and without meals. Whether there's anything to celebrate or not.

Facts: Ontarians today drink alcohol more often than ever before. We begin drinking at younger ages than ever before. We drink on more occasions throughout the day. We drink in more locations. In more situations. In greater varieties.

Drinking has increasingly become an integral part of our social activities. Our get-togethers with friends are more and more often centred around alcoholic beverages rather than good conversation, good food or games.

We're not against drinking. If people want to drink it's up to them.

But we think everyone should be aware of the health hazards involved in drinking too much, too often.

There's no doubt about it. People who drink moderately, on special occasions only, or not at all, are healthier people.

They feel a lot better a lot more of the time. They have fewer accidents. They have fewer medical problems. They have fewer emotional problems. And they have more time and money to enjoy life.

What about you, your family and your friends? Have your drinking patterns changed in the past few years? Are you drinking more liquor, more wine or more beer? Are you drinking more often? Do you no longer confine your drinking to special occasions?

And how's your health?

*"Here's
to your
health."*